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634 1927-A LIBRARY RECEIVED FEB 20 1927

**\$500 to \$1200**  
**per acre**  
*from*  
**Strawberries**

## READ

This book and learn how to grow more berries, bigger berries, and better berries. Save work and expense and make more money in the berry business.





# Let's You and I Get Together In The Berry Business~ and Make Money

*You want to make more money* and so do I. Let's get together in the berry business and we'll both make money. You don't need to give me any references, but possibly you would like to have my pedigree and so here it is.

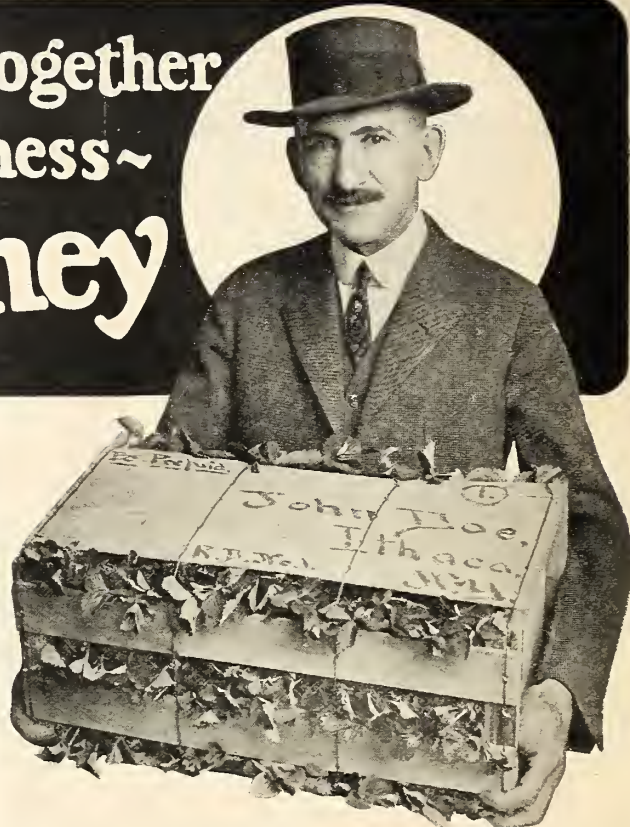
*I was born and "weaned"* on a farm near Yellow Springs, Ohio. Went to country school to an old-maid teacher. My highest credit was three "lickin's" in one day; she made me "smart." At the age of twenty-three was "kidnaped" by a young lady at Covington, Indiana. Traveled for a few years, then went into the berry business and later on "hired out" at Three Rivers, Michigan. I am still "kidnaped"—it "took" the first time—and I am still the "hired hand" on the Kellogg Farms.

*I have done everything on a farm* from plowing to harvesting: carried sheaves and shocked grain barefooted, hauled manure, chopped wood, made rail fence, grew corn, fattened hogs and butchered; "biled" apple butter and "raised cane," and made sorghum molasses.

*Now, I am in the berry business* making money instead of making molasses. You can make money, too, in the berry business if you have the money-making kind of plants. I have the money makers, it's the only kind we have and the only kind it pays to bother with.

*Between you and me* when we get together in the berry business, here's the way the profits will run. Every dollar you invest in Kellogg Plants makes you from \$10 to \$20 and I'll make a few pennies. Your profit is figured in dollars, while my profit runs in cents. The more dollars you invest in Kellogg plants, the more \$10 or \$20 you make and the more "cents" I'll have. You need more dollars and I need more "cents." It takes a lot of "cents" to run this business.

*Try the berry business* and you will find it easier and more profitable than you ever imagined. There was money in the berry business when I started thirty-three years ago. At that time berries were bringing only 10c and 12c per quart, and I have sold many a crate at only 5c per quart. Now berries are bringing 25c to 30c, and some growers are getting 40c to 50c per quart.



*While writing this page*, a newspaper clipping was laid upon my desk and here it is: "Many farmers have been lifted from poverty to prosperity by this year's strawberry crop. They received \$8 to \$10 a crate for the early and late ones, averaging in all \$8.25 per crate. 1,300 carloads were shipped from this one section." Just think of 1,300 carloads of strawberries sold in one little district, and yet there was not enough to go round, not enough to bring the price down.

*Yes, strawberries have lifted many a man and woman* from poverty to plenty. You want plenty and I want plenty. You have a few dollars that are not working; I have a lot of plants that want to go to work. You send your idle dollars to work for me, and I'll send Kellogg Plants to work for you.

*Don't forget to read the next page* and keep reading right along until you reach the "Amen Corner" of the very last page. Read it through and through. Consider the profits you will make, then let's get together in the berry business and we'll both make money.

*J. E. Beatty*

# STRAWBERRIES

**Will Make You More Money  
Than Any Crop You Can Grow**

*It's a fact* that strawberries will make you more money than any other crop you can grow. There are several reasons for big strawberry profits. First, the strawberry is the first fruit to ripen in the spring. Second, everybody loves strawberries. Third, the demand always is greater than the supply. Fourth, this big demand and craving for strawberries makes it easy for you to get big prices.

*\$500 to \$1,200* may sound like a big profit to make on one acre, but some are doing even better. Read the Kellogg Customers' letters on the next two pages. We have more than 100,000 of these satisfied customers, and the Kellogg Thorobred plants and friendly service will satisfy you. The best always satisfies.

*There is too much difference* between the best and the next best to take the chances. There is too much difference between satisfaction and disappointment to run the risk. I have too much at stake to take any chances or run any risk. You must have the best to insure big profits and full satisfaction. I am not going to offer you anything that I would not buy myself and I am not going to ask more than I would be willing to pay.

## "THE KELLOGG WAY"

### INSURES BIG PROFITS

*There is no mystery* about "The Kellogg Way": the whole secret lies in the heavy fruiting power of the Kellogg plants. When other conditions are favorable, Kellogg Thorobreds seldom produce less than one quart per plant each year, some report two quarts, and a few as much as three quarts. It's the quarts that make you the dollars, and the more dollars you make from Kellogg plants the more Kellogg plants you're going to buy.

*You can plainly see* that it is good business sense for me to furnish you heavy fruiting plants and to render you a service that will help you grow a big crop and make a big profit. Our profits depend entirely upon your profits. We want your future orders, we want you satisfied so that you will recommend the Kellogg plants to your friends. We want you as one of our satisfied partners.





# \$627<sup>03</sup> Profit from just $\frac{1}{4}$ acre

## Here's How Von Hagen Did It



Ridgefield, Conn., August 15th, 1926.  
R. M. Kellogg Company,  
Three Rivers, Mich.

Gentlemen:

*While I do not anticipate* winning a prize, for there must be many more successful customers of your firm than I, it seems only fair to give you my results because you have been so fair with me. You not only gave me good advice and selected the proper plants fitted for our climate and our soil, but you have done so much better than your promises and statements.

*The results from the* 2,000 plants were so unexpectedly, yes amazingly wonderful, that it surprised me to learn how much a whole acre of ground could produce in actual cash. I had less than a quarter acre planted and could have sold five times as many berries.

*I followed out your instructions* and planted in single rows. I did not pinch off the first year's blossoms, however, as I did not intend to go in for a prize, and we had over 250 baskets of luscious berries for our table use and canning the first year the plants were set.

*We had the most marvelous* strawberries, big and luscious, all solid meat, no hollow centers. You surely selected the right kind for our section here, for both the Gibson and the Marvel did well.



*The joke of it is,* that I did all the work, including the planting of the berry plants, myself, with the exception of the actual picking of the ripe berries, which was done by girls at 5c per quart basket. This was rather a high figure as others paid only two and three cents per basket, but my pickers had to come quite a distance.

*I am 61 years old* and had to retire from my profession on account of heart trouble. My doctors warned me not to do any labor, and here I am stronger and in better health than ever, and have the laugh on my friends and physicians, and had a good profit on my strawberries, besides.

*You better advertise* berry raising as a cure for retired business men and nervous or broken down people. You may surely refer to me at any time. My berries were nearly all sold to one grocer in a small town nearby who sold them to his customers at 35c to 40c per basket. This was ten to fifteen cents more than his competitors were charging. Our berries were so good looking and so much better in flavor and size that he could not fill the demand.

### HERE IS THE RESULT THE FOLLOWING SUMMER AFTER PLANTING

Sold 1258 baskets @ 26 cents	\$327.08
540 baskets @ 28 cents	151.20
320 baskets @ 30 cents	96.00
245 baskets @ 35 cents	85.75
160 baskets @ 20 cents	32.00
340 baskets @ 25 cents (for home use)	85.00

Total ----- \$777.03

On expenses I had

3,000 baskets @ one cent each ----- \$ 30.00

Picking berries ----- 120.00

Total expense ----- \$150.00 \$150.00

Net profit ----- \$627.03

Taking the \$150 expense from the \$777.03 sales leaves me a cash profit of \$627.03. Dr. Hugo J. Von Hagen.

Zelienople, Pa., July 10, 1926.

From my quarter acre of Kellogg strawberries, I picked 2,627 quarts. I had the best crop in this part of the country.

My berries were praised by everyone. I am a real booster for the Kellogg plants.

Yours truly, S. Pellkofer.



A. H. REED.  
Here's what he says:

# More Proof of Big Profits



H. N. HANSEN.  
Read his letter below:

## \$594 FROM ONE-FOURTH ACRE

Kennedy, N. Y., Aug. 2, 1926.

We had a wonderful crop of berries; we picked 2,700 quarts of the most beautiful berries I ever saw grow. You certainly made us up a wonderful collection. Our berries sold in advance of the market all season, while other growers here were begging for buyers at any price. These 2,700 quarts were picked from only 2,000 Kellogg plants. Our average price was 22c per quart, which made us \$594 from the one-quarter acre.

Respectfully yours, A. H. Reed.

## \$1,800 FROM ONE ACRE

Bessemer, Mich.

Two years ago I purchased 6,500 Senator Dunlap plants from you and had very good returns from them considering the land I had to plant in. I picked and sold nearly 9,000 quarts at an average of 20c per quart. From now on, I will purchase none but Kellogg plants.

George Beaudette.

## \$350 FROM ONE-FOURTH ACRE

Lexington, Ky., R. 8, July 5, 1926.

First let me say that the 2,000 Kellogg plants you sent me were perfect. I did not lose a single plant, nor was there any signs of disease of any kind. The 2,000 plants produced more than 2,000 quarts. My receipts in money were more than \$350. The plants cost me only \$17, which gave me more than \$20 for each dollar invested in plants. (See picture below.)

Very respectfully, Harry Lee Grow.

## \$1,400 PER ACRE

Bennett, Wis.

Just a few lines about your Dunlap I got a year ago. I had just 1/20 of an acre and sold berries for \$70.68, and that is a little better than \$1,400 per acre. I see by your headlines "from \$500 to \$1,200 per acre," you have my permission to raise it to "\$500 to \$1,400 per acre" and still tell the truth.

H. N. Hansen.

## \$1,200 PER ACRE

Morgantown, Ind., Feb. 2, 1926.

I set about one-third of an acre to Kellogg's strawberry plants three years ago and last year I sold over \$400 worth of berries from the patch, which is at the rate of \$1,200 per acre. This spring I want to set one or two acres of strawberries and an acre of blackberries. Please tell me what varieties I had better use. We are thirty-five miles from Indianapolis; the berries are hauled to market in a truck. Yours truly, Rose A. Butler.

## 9,200 QUARTS PER ACRE

Rome, N. Y., R. 5, Oct. 25, 1926.

R. M. Kellogg Co., Three Rivers, Mich.

My Dear Sirs:—

I have been growing strawberries for the past ten years and have always used Kellogg plants. This past summer I picked over 2,300 quarts from one-fourth of an acre. I had one bed containing 240 plants from which I picked 630 quarts. Am enclosing a picture of this bed. (See picture below.)

Very truly yours, Alfred Harrig.





# Kellogg's

# STRAWBERRIES

*Built Bill's Barn — Paid for Ed's Home*



*Down at the bottom* is Bill's barn. Kellogg Thorobred plants produced the berries that brought the money that paid for the barn that Bill built.

*I don't care* whether your name is Bill or "Sam Hill," you can do just as well as Bill has done when you have the same kind of plants that Bill has.

*Bill has tried the Kellogg Thorobreds* and he has tried the other kind; he is now 100% Kellogg. He wants the best; what he is after is big profits, and he is sure making big profits.

*Bill doesn't believe in saving a few dollars* on his plants and losing a few hundred dollars on his berry crop. This \$3,500 barn was built with the profits from less than two acres of Kellogg plants grown "The Kellogg Way." So much for Bill and Bill's barn. Here's his letter; read it.

Cassopolis, Mich., Dec. 24, 1923.

R. M. Kellogg Co., Three Rivers, Mich.

Gentlemen:—I enclose a picture of my new barn built this summer, a product of Kellogg Strawberries. Will be glad if I can do anything for you. I owe my success to Kellogg Plants and your directions, which I have always followed. Thank you.

Wm. Hileman.



*Two acres of Kellogg Thorobred Plants* paid for Ed. Andrews' \$4,000 home. Mr. Andrews grew the berries and built the home in Lansing, Michigan.

*\$4,000 is a lot of money* to take from only 2 acres, but facts are facts no matter how big the facts may be. There is the picture of the home; it tells its own story better than I can tell it.

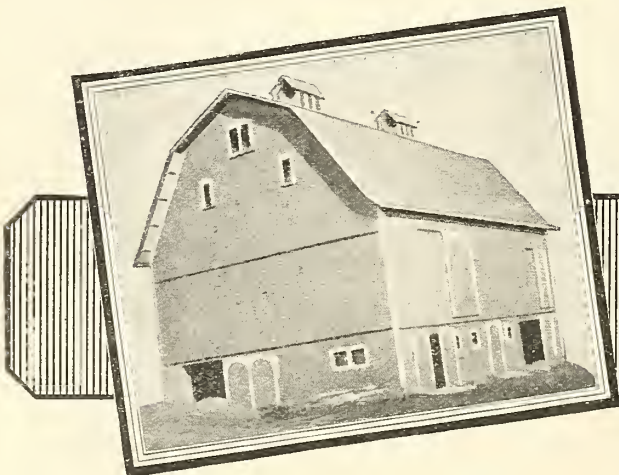
*If you could read* the many letters that come to our office telling about big crops and big profits, you could write a better book on berry profits than I am writing.

*Kellogg Thorobreds are real money makers;* they will make money for you. Try Kellogg Plants "The Kellogg Way," then send in your report. Let me tell others about your success, the same as I am telling you about the success of Bill and Ed. Andrews can tell the rest in the letter which follows:

Lansing, Mich.

I began growing strawberries a few years ago without any experience and only a small capital; in a very short time, from only two acres of Kellogg Strawberries, I made enough profit to pay for my \$4,000 home.

E. D. Andrews.





# Why Not Go Into the STRAWBERRY BUSINESS *and Make Money*



*The berry business always has been a good paying business* and the automobile is making it more profitable each year. During the summer and fall months the roads are filled with tourists, who camp out; these tourists prefer to buy their berries and other supplies direct from the producer.

*Automobile owners in nearby towns* will drive out to your place in order to get berries picked fresh from the vines; in this way you get the retail price, you get all the profit.

*The difference* between the retail and wholesale price will pay practically all of the growing cost, this means just that much more profit to you.

*A little house by the side of the road* like we show in the top picture is all you need, and this won't cost much, or you may place a table in the shade under a tree as shown in the center picture. Isn't this a beautiful display of berries? A display of this kind says "Stop and Buy."

*You can have placards printed* and advertise your berries at filling stations as shown in the lower picture. This will bring buyers to your place as fast as you can pick the berries.

*Should you have a surplus on any day*, these surplus berries can be canned, preserved and made up in different ways for winter's use, which you can easily sell to folks who do not care to do this kind of work.

*Mrs. Beatty's Strawberry Recipe Booklet* gives you fifty different ways for preparing strawberries. You may have one of these booklets free with your order if you ask for it.



# Kellogg's STRAWBERRY GARDENS



## \$20 for \$1 and Your Own Berries Free

A Kellogg Strawberry Garden is a twenty for one investment with your own berries thrown in. Here's a few of the actual profits as reported by Kellogg Garden Customers:

\$80.00 besides our own berries is what Kellogg's Back Yard Garden did for us. G. R. Brickler, R. 8, Urbana, Ohio.

\$135.36 from a \$6.00 investment is the profit we made from Kellogg's Cash Prize Garden. R. C. Cook, Box 84, Leaksville, N. C.

\$218.10 represents the cash profit we made from Kellogg's Cash Prize Garden. Mrs. Homer D. Etherton, Leroy, Ill.

1,050 quarts is what we picked from Kellogg's Big Four Garden this season. At 20c per quart this is \$210.00 from a \$6.80 investment. H. A. Hill, Norris City, Ill.

So you see that these actual profits show more than \$20.00 for each dollar invested. How else could you invest your money to insure such big returns?

Here are the Kellogg Gardens described.  
Pick the one you want. **Order Now.**

## KELLOGG'S GRAND PRIZE GARDEN

This garden has created a sensation because of the three big cash prizes we give for the biggest yields—first prize, \$25.00; second prize, \$15.00; third prize, \$10.00.

To join the Grand Prize Garden Contest, simply order a Grand Prize Garden, grow it by the hill system, keep count of the number of quarts you pick, and send us your report on the total number picked up to Sept. 1, 1928, and the value of the berries at market price. No letters received after Sept. 15, 1928 will be considered. Checks will be mailed to prize winners the first part of October in the same year. In case of a tie, each of the tying contestants will receive the full amount of the prize earned.

50 Kellogg's Premier .....	\$1.05
50 Dr. Burrill .....	.75
50 Magic Gem .....	1.05
50 Kellogg's Marvel .....	1.05
50 Progressive Everbearers .....	2.10
Regular price .....	\$6.00

Special Price, delivered, a Dibble *free* and also Mrs. Beatty's "Strawberry Dainties"

**\$5.75**

## 1926 PRIZE WINNERS

Nevada, Ohio, R. 3, Aug. 29, 1926.

My Grand Prize Garden did fine. We picked 987 quarts of market berries and 24 quarts of small berries for jam. This makes a total of 1,011 quarts from the 250 plants. Will want about 1,000 more plants next spring. (Mr. Hughey won first prize of \$25.00.)

Yours truly, Wm. Hughey.

Stark, New Hampshire, Aug. 21, 1926.

I am pleased to tell you that I picked 1,010 quarts of berries from Kellogg's Grand Prize Garden, which sold at 35c per quart, a total of \$353.50. (Mrs. Wentworth won second prize of \$15.00.)

Hastily yours, Mrs. Bertha A. Wentworth.

Ithaca, N. Y., R. 8, Sept. 2, 1926.

I will write you in regard to my prize-winning strawberry garden, which produced the finest strawberries I have ever seen. I had a yield of 800 quarts, which I sold at 20c a quart, total \$160.00. (This entitled Mr. Sands to third prize of \$10.00.)

Yours respectfully, George Sands.

Kellogg's Grand Prize Garden cost these winners less than \$6.00 delivered. The lowest yield was 800 quarts and the highest yield 1,011 quarts. Pretty good yields from only 250 plants, isn't it? Enter this contest; you are sure to make a big profit and you have an equal chance to win a big cash prize.



# Offer Big Profits on a Small Investment

**Kellogg's Everbearing Garden** Buy Kellogg's Everbearing Garden now and begin picking big, delicious berries this coming September and continue picking until November. This garden should produce this coming fall all the berries your family can use and give you enough to sell to more than pay for the Garden.

100 Mastodon (The Jumbo) ..... \$5.00  
100 Progressive ..... 3.40

Regular price ..... \$8.40

SPECIAL "DELIVERED" PRICE  
ONLY

**\$7.85**

One half of this Garden (50 plants each of these two varieties) delivered for only **\$5.25**

**Kellogg's Back Yard Garden** A wonderful garden. Requires only a small space, and with proper care will produce a big crop of choice berries in shaded back yards—even as much as 200 quarts or 300 quarts per season.

50 Dr. Burrill ..... \$0.75  
50 Gibson ..... .75  
50 Kellogg's Marvel ..... 1.05  
50 Kellogg's Prize (or Big Late) ..... 1.05

Regular price ..... \$3.60

SPECIAL "DELIVERED" PRICE  
ONLY

**\$3.25**

**Glad Garden** Here is Mrs. Beatty's favorite garden with which you will receive FREE, four first grade Gladiola Bulbs selected by Mrs. Beatty from four of her choice varieties.

50 Kellogg's Premier ..... \$1.05  
50 Kellogg's Marvel ..... 1.05  
50 Kellogg's Big Late (or Prize) ..... 1.05  
50 Senator Dunlap ..... .65  
50 Progressive Everbearing ..... 2.10

Regular Price ..... \$5.90

SPECIAL "DELIVERED" PRICE  
ONLY

**\$5.45**

**Big Four Garden** A most popular and profitable garden, having a record of 1,050 quarts the first fruiting season. Large enough to supply all the berries any family can use and make a big profit besides. Varieties range from extra-early to late and are properly mated.

100 Kellogg's Premier ..... \$1.70  
100 Dr. Burrill ..... 1.20  
100 Magic Gem ..... 1.70  
100 Kellogg's Prize (or Big Late) ..... 1.70

Regular price ..... \$6.30

SPECIAL "DELIVERED" PRICE  
ONLY

**\$5.95**

A Dibble and Mrs. Beatty's "Strawberry Dainties" FREE with Any of These Gardens.



**Gladiola Garden Collections** This year we will sell Gladiola Bulbs in garden collections only, twelve choice named varieties of varied colors in each collection. A collection of twelve gives you one bulb each of twelve varieties. Twenty-five bulb collection gives two bulbs each with one extra and so on. Sold only in collections as priced.

12 Bulbs, fine varieties ..... \$ 1.00  
25 Bulbs, fine varieties ..... 1.85  
50 Bulbs, fine varieties ..... 3.50  
100 Bulbs, fine varieties ..... 6.75  
12 Bulbs, choice varieties ..... 1.50  
25 Bulbs, choice varieties ..... 2.75  
50 Bulbs, choice varieties ..... 5.25  
100 Bulbs, choice varieties ..... 10.00

Bargain Collection, 12 for 50c; 100 for \$3.00.

**Instructions for Ordering** We don't sell less than twenty-five plants of any strawberry variety except Kellogg's Beauty. We ship during March, April, and May. Will ship your plants at the proper planting time unless you instruct us otherwise.

Full remittance should accompany each order amounting to \$5.00 or less. One-third payment will reserve plants on larger orders, balance to be paid before March 15th. Full payment should accompany all orders sent after March 15th.

Please remit by postal or express money order, bank draft, or check. Not safe to send money in letter.

We acknowledge all orders promptly. Please advise us if you don't receive your acknowledgement.

Please report any mistake at once and give the number of plants of each variety you received, also number of crates or bundles, so we may correct the mistake, should there be any.



# The "New" Kellogg Way



## Kellogg's "Beauty," the Strawberry That Sparkles

These Plants Were Grown Without Fertilizer or Irrigation

*Look at this picture,* then let me tell you how these wonderful plants were grown without fertilizer or irrigation. Kellogg Thorobred plants, cultivation, hoeing, sunshine, rain, and air did it all. I want to convince you that cultivation and hoeing are more important than water and fertilizer.

*When you cultivate and hoe,* you also are irrigating and fertilizing, providing you cultivate after each rain before the moisture gets away. Cultivation forms a dust mulch which retains moisture, and there's your irrigation. Moisture dissolves the soil minerals which feed the plants, and there's your fertilizer.

*Keep the cultivators going.* When the dust mulch lays undisturbed for a week or ten days, small air holes form through which the moisture escapes. When moisture escapes, a certain per cent of the dissolved soil minerals go with it. Keep these air holes closed, save moisture and plant food by repeated cultivation.

*When automobiles began to get thicker* and horses began to get "thinner," manure began to get scarcer, and I began to get busier—many experiments were made. The best thing I have found so far is a very light dressing of manure after planting, or a handful of shredded cattle manure to each plant. With this small amount of manure and plenty of cultivation, I am growing bigger berries, more berries, and better berries than I ever grew with a heavy coating of manure.

*Set your plants now,* this year. Bear down on your cultivator and hoe and watch results. If you can get stable manure, you may spread it very thinly over the ground after the plants are set. One ton of manure applied in this way is worth two or three tons plowed under; I know from experience. If you can't get stable manure, use shredded cattle manure or pulverized sheep manure.

*Kellogg's Thorobred Plants* with one handful of shredded or pulverized manure to each plant, cultivation, hoeing, sunshine, and rain will grow you a big crop and make you a big profit no matter where you live or what kind of soil you have.

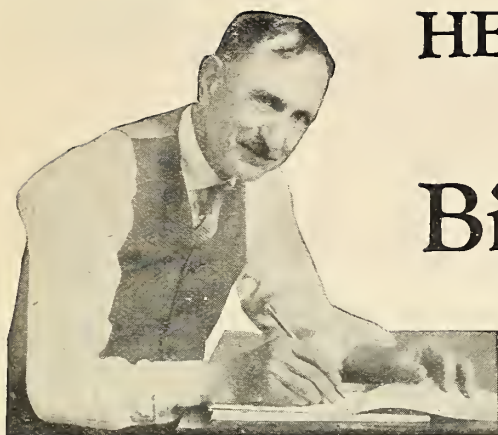
*We can furnish shredded manure* at \$2.25 per 100 lb. bag, or \$34.00 per ton; you pay freight from Chicago.

### THE NEW EASY WAY TO MARKET YOUR STRAWBERRIES

During the early summer of 1926 we had some plants of a few varieties left over. These plants were in patches scattered here and there over the field; they were loaded with berries which we wanted to sell. These berries were advertised in the local papers and at filling stations at 10c per quart on the vines. Folks drove for many miles to pick these berries. Some days there were 80 to 100 cars parked at our farm. These scattered patches of berries brought us a little better than \$3,600 clear. This is an ideal way to sell the berries which are left after you have picked and sold the best. Note picture at left.







# HERE ARE SUGGESTIONS for a Big Money-Making Berry Patch

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*Here are a few suggestions* that will help you in your berry work. I want to help you get started on the right foot; a good start means a good finish. I can't afford to let you make a mistake, and you're not going to make a mistake if I can help it.

*First, have faith in your own ability* to grow berries, be confident of yourself; faith and confidence will get you where you're going quicker than anything else.

*Don't say you can't.* Success comes in "cans." Make up your mind that you can do what others have done and are doing and then go after it with a determination to win.

*Second, don't start on a big scale.* Taking on more than you can handle is like eating more than your stomach can digest. Begin in a small way and grow big and then you won't "bust."

*The number of acres* you should start with will depend upon the dollars you have to spare for berry growing, and the time you can devote to the work. One acre makes a fine start, some can start with more.

*Remember, it isn't the number of acres* you have in berries that determines your profit. The number of quarts of berries you pick from each acre is what tells the story in dollars and cents. I want you to make the big profits I am talking about in this book, and I am going to do my best to help you make these profits.

*Third, berry plants are like hens*—some will produce bigger results than others. You want big results, you want a business that will give you big returns for your services and a big cash profit besides.

*Don't expect to buy the best berry plants* for less than the best is worth, pay the price and get plants that will produce the biggest possible crop of the choicest berries. These are the plants that will pay you and pay you big.

*Fourth, productive berry plants* will produce a big crop of berries in most any soil and climate. Remember this, more depends upon the kind of plants you set than the kind of soil you set the plants in. It's the plants that produce the berries. It's the care that plants receive that makes them produce even more berries.

*Fifth, here's where your own efforts come in.* Prepare your soil well, set the roots of the plants firmly in the soil, cultivate and hoe shallow and often enough to keep down weeds and to retain a good dust mulch. Just give the Kellogg Thorobred Plants a fair chance and they will give you more than a fair profit.

*Kellogg's Thorobred Plants* have been produced by nature and our own knowledge of plant life. These plants have a productive capacity that will respond for you quickly and surely; they will do their best under good treatment.

*Sixth, read the "Kellogg Way"* in "Great Crops of Strawberries and How to Grow Them," which we mailed you sometime ago. Should you not have this book, we will mail you another copy.

*Growing and selling berry plants* is only a part of our business; the other part is in rendering service. We would be very selfish, indeed, if we did not help those who are contributing to our success. We want to make money just the same as you, but after all, a dollar is about the smallest thing in this world, while the largest thing is service.





**KELLOGG'S**

# Favorite Fruit Trees

*The Kind That Never Fails to Produce BIG Crops and BIG Profit!*

We believe in beautifying the home and home grounds just the same as we believe in making money. There is nothing that will add more beauty and more value to your home than trees, vines, roses, and shrubbery. We have the kind you want, the kind that will give you complete satisfaction: the name Kellogg stands for quality. Kellogg means the best plants, trees, roses, vines, and shrubbery that nature and human efforts can produce. Protected by Kellogg's "Brace-pack."

When you buy the Kellogg apple, peach, cherry, plum, and pear trees, you get stock that will measure five feet and up. All trees have had two years' growth in the nurseries, except peach, and one-year peach is better than two. All big, sturdy trees with heavy roots and plenty of limbs to afford proper pruning and heading. "Brace-packed," delivered to you with safe delivery guaranteed. When your package arrives, examine everything, then be your own judge.

Everything you buy from Kellogg's is guaranteed to be pure, healthy, and true to name. Kellogg's guarantee protects you to the full amount of your purchase, but we cannot and will not be responsible for more than the amount you pay for the stock. We exert every effort to prevent mistakes, but should a mistake occur it will be corrected at our expense. We want you satisfied, and you will be satisfied, I'll guarantee that. Picture below shows Kellogg's "Brace-pack."



## Apples

(TWO YEAR)

*Delicious*—Most popular dessert apple, mid-winter.

**Baldwin**—A splendid-keeping, winter variety. December to March.

**Yellow Transparent**—One of the earliest good dessert apples to ripen. Yellowish-white.

**Grimes' Golden**—Has delicious flavor all its own. Early winter.

**Jonathan**—Beautiful, bright red; flesh white, juicy. Excellent flavor. Late fall.

**Staymen's Winesap**—Dark red skin, tinged with yellow. Succeeds on poor soil. Always dependable.

**Wealthy**—Almost solid red. Juicy, crisp. Fall.

**Rome Beauty**—Yellow, overlaid with red stripes. Excellent quality. Winter.

**McIntosh Red**—Spicy, bright red, of the highest quality. Late fall.

**Winter Banana**—Lemon-yellow fruit with bright red cheek. Slightly banana flavor. Winter.

**Whitney Crab**—Large crabapple, green striped with red. Finest crabapple for eating.

**Sweet Bough**—Summer apple, the earliest large sweet apple of real quality.

**APPLE TREE PRICES, ALL VARIETIES:**

One, \$1; 12 for \$10; 25 for \$19.50, delivered.



## Peaches

(ONE YEAR)

*Elberta*—Free stone. The leader of all peaches.

**Belle of Georgia**—Free stone. The best all around white peach on the market.

**J. H. Hale**—Late free stone. One-third larger than Elberta.

**Mayflower**—One of the earliest peaches to ripen. Color red all over. Fine flavor.

**Mammoth Heath Cling**—A late variety. Is a great favorite for canning and preserving.

**Cling stone.**

**Early Crawford**—A wonderful yellow peach for the home orchard.

**Rochester**—A good size, yellow free stone peach. Ripens in July. Very sweet.

**Late Crawford**—Free stone. Splendid late canning variety.

**PEACH TREE PRICES:**

One, 90c; 12 for \$9.00; 25 for \$17.50, delivered.



## Cherries

(TWO YEAR)

**Montmorency**—Much larger and firmer than the Early Richmond. A week or ten days longer to ripen. Best for canning.

**Early Richmond**—One of the most popular early sour cherries grown.

**Black Tartarian**—A large bright purplish black. Half-tender, rich, and juicy. Excellent flavor.

**Royal Anne or Napoleon Bigereau**—A very large, pale yellow. Bright red cheek. Firm, juicy and sweet. Exceedingly productive. Positively the best yellow sweet cherry.

**Schmidt's Bigereau**—Very hardy and productive. Fruit grows in clusters and is of the largest size. Skin deep black; dark flesh, juicy and tender.

**Windsor**—New. Very large, lemon-colored. Is remarkably firm, fine quality. Late market variety.

**CHERRY TREE PRICES:**

One, \$1.50; 12 for \$15.00; 25 for \$26.00, delivered.



## Plums

(TWO YEAR)

**German Prune**—Purple or blue color. Juicy and rich. Splendid for dessert, canning, or drying.

**Abundance**—Large, beautiful, rich bright cherry color. Flesh light yellow. Tree bears very young and is very hardy.

**Burbank**—Heavy annual bearer. Dark purplish-red, running to bright amber with thin, late bloom. Bears second year after planting.

**Warata**—Combines best points of Japanese and native plums. Averages two inches in diameter. Good red color.

**Wickson**—Firm, firm, yellow. Fruit deep red and of good quality.

**Shropshire Damson**—One of the finest plums for preserving. Fruit small, oval. Skin purple. Juicy and rather tart.

**PLUM TREE PRICES:**

One, \$1.50; 12 \$15; 25 \$26, delivered.

## Pears

(TWO YEAR)

**Bartlett**—Summer variety, golden yellow with red cheek when ripe. Exceptionally fine for dessert and canning. Will keep quite late.

**Koiffer**—Large, rich, golden yellow. Sometimes tinted red. Fine quality, excellent for canning. Ripens from October to November.

**Clapp's Favorite**—Uniform size, lemon-yellow color. Juicy, sweet and rich. Ripens late of August.

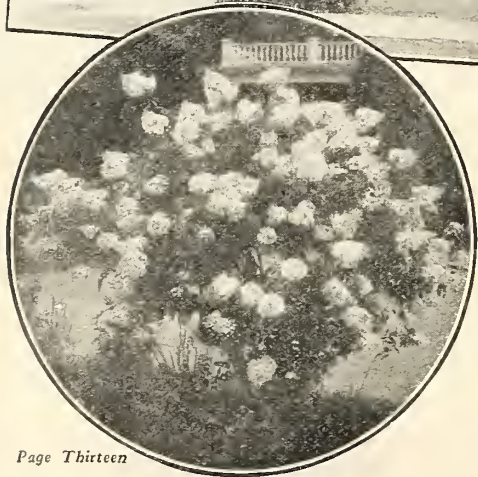
**Seckel**—Small, rich and sweet brown. One of the best and highest flavored of all pears. Very productive and hardy.

**Pear Tree prices**—1-\$1.50; 12 \$15; 25-\$26, delivered.





# Kellogg's Choice Shrubbery



*Beautify your home grounds* with Kellogg's roses, vines, and shrubbery. When you buy Kellogg's you always get the best that grows because the name Kellogg is never attached to anything except the best.

*Kellogg stands for quality*, satisfaction, and friendly service. "Kellogg" your home grounds this year the "Kellogg Way."

## SHRUBS AND HEDGES

**Bridal Wreath**—In making your home and lawn attractive, there is no shrub better than Bridal Wreath. The blooming season is in May and early June. Plants attain a height of 5 feet or more and are vigorous and hardy. In full bloom, it is a mass of white, and never fails to attract attention. There are many different varieties of spirea, but Spirea Van Houtti (Bridal Wreath) is the most useful and most popular of them all. One of the very best hardy plants for ornamental hedges or for artistic groupings, and will bear trimming into any compact form. The profusion of bloom weights the branches down, and covers the bush with a canopy of white.

2 ft. to 3 ft., each 60c; 12 for \$6.00, delivered.

3 ft. to 4 ft., each 75c; 12 for \$7.50, delivered.

**Amoor River North Privet**—This is very similar to California Privet but much hardier. The foliage is not quite as lustrous. Extremely fast and upright grower. Forms a solid, even green wall and is easily trimmed. When properly pruned or sheared, it will give the most pleasing effect.

12" to 18" plants, 25 for \$3.00; 100 for \$10.00, delivered.

18" to 24" plants, 25 for \$4.50; 100 for \$16.00, delivered.

**Japanese Barberry**—A beautiful, drooping hedge plant, sometimes used for specimen planting. Foliage is brilliant green in summer, which turns to rich crimson in the fall, and branches are loaded with scarlet berries. Ornamental in winter as well as summer.

Each 30c; 12 for \$3.00; 25 for \$5.50; 100 for \$20, delivered.

**Hydrangea P. G.**—A very handsome shrub which will often grow six or more feet high. The foliage is very beautiful in shape, and generally of a light green color. The flowers bloom in the early part of August, continuing for several weeks, and if flowers are cut late in the fall before freezing, they may be used as winter bouquets. Hydrangea plants are valuable for planting either in large beds or individually. To obtain the best results in growing this shrub, the new growth should be cut back about one-half in the fall or before growth begins in the spring.

Each 75c; 12 for \$7.50, delivered.

**California Privet**—One of the most popular hedges.

12" to 18" plants, 25 for \$2.00; 100 for \$7.00, delivered.

18" to 24" plants, 25 for \$2.50; 100 for \$8.00, delivered.

**Spirea Anthony Waterer**—Rose dwarf, brightest of all spirea. Bright crimson. Each 75c; 12 for \$7.50, delivered.

## CLIMBING VINES

**Wisteria**—Each 50c; 12 for \$5.00.

**Clematis Paniculata**—Each 75c; 12 for \$7.50.

**Clematis**—(Jackmai). Each 75c; 12 for \$7.50.

**Dutchman's Pipe**—Each 50c; 12 for \$5.00.

**American Ivy or Virginia Creeper**—Each 40c; 12 for \$4.00.

**Hall's Honeysuckle**—(Japanese). Each 60c; 12 for \$6.00.



# ROSES and VINES

## SHADE TREES

*Catalpa Bungeii*—A rapid growing tree with a dense mass of large, heart-shaped green leaves. Excellent for formal effects.

Four ft. Stems, each \$2.50; 12 for \$25, delivered.

*Catalpa Speciosa*—Very fine and hardy. Adapted for force as well as ornamental planting. Beautiful white flowers in July.

Five to six ft., each \$1; 12 for \$10, delivered.

*Silver or Soft Maple*—Our most valuable tree for landscaping and street planting.

Eight to ten ft., each \$2; 12 for \$20, delivered.

*Norway Maple*—Without doubt the finest of the hard maples.

Six to eight ft., each \$3; 12 for \$30, delivered.

*American Elm*—One of the greatest park or shade trees. Very graceful and a universal favorite.

Each \$3.00; 12 for \$30.00, delivered.

*Sugar or Rock Hard Maple*—Foliage turns to brilliant red and yellow shades in autumn.

Six to eight ft., each \$2.75; 12 for \$27.50, delivered.

*Lombardy or Italian Poplar*—

Each \$1.20; 12 for \$12.00.

## HARDY FLOWERING SHRUBS

*Althea*—Each 75c; 12 for \$7.50.

*Bechtel's*—(Flowering Crab). Each \$1.25; 12 for \$12.50.

*Buddleia*—(Butterfly Bush). Each 50c; 12 for \$5.00.

*Deutzia*—(Pride of Rochester). Each 60c; 12 for \$6.00.

*Golden Bell*—Each 50c; 12 for \$5.00.

*Syringea*—(Mock Orange). Each 50c; 12 for \$5.00.

*Snowberry White*—Each 50c; 12 for \$5.00.

*Snowball*—(Viburnum Opulus). Each \$1; 12 for \$10.00.

*Weigelia*—Each 75c; 12 for \$7.50.

*Honeysuckle Tartarian*—Each 75c; 12 for \$7.50.

## ROSES

### Hybrid Teas

*Lady Hillingdon*—Of good quality and size. Elegant buds which open into handsome flowers of clear apricot yellow.

*Killarney Brilliant*—Sparkling cerise-pink, the shading is lighter at the base of petal. A wonderful improvement over Killarney.

*Gruss An Teplitz*—Rich, scarlet, shading to velvety crimson.

*Kaiserin Augusta Victoria*—Soft, pearly white tinted lemon in center. Very fragrant.

*Mrs. Aaron Ward*—Very attractive either in bud or full bloom. Of distinct Indian yellow, shading lighter towards the edges. Under certain weather conditions will sometimes come a yellow tinted white.

*Los Angeles*—Strong grower. The rosy, fragrant rose of flaming pink shading to gold at base of petals.

### Hardy Hybrid Perpetuals

*American Beauty*—Deep pink to soft carmine.

*Frau Karl Druschki*—Fine snow-white, vigorous grower and very hardy.

*Paul Neyron*—Deep rose. Largest of all roses. Has good foliage.

*General Jacqueminot*—Brilliant scarlet crimson. Superb flower.

Rose Bush Prices:—

Each \$1.00; 12 for \$10.00, delivered.

### Climbing Ramblers

*Crimson Rambler*—Very popular. Brilliant velvet crimson flowers in great profusion.

*Paul's Scarlet Climber*—Vivid scarlet, shaded with bright crimson.

*Dorothy Perkins*—Soft, light pink flowers. Blooms profusely in large clusters.

*Excelsa*—Intense crimson with lighter edges. Fine foliage.

*Climbing American Beauty*—Pleasing rose pink, and of splendid form and substance.

Rambler Prices:

Each 75c; 12 for \$7.50, delivered.

A BOOKLET OF PLANTING INSTRUCTIONS FREE  
WITH EACH ORDER

**Red and  
Black**

# RASPBERRIES

# AND

**Best Flavor,  
Easy to Grow**

*Kellogg's Cuthbert* is now the leading red raspberry. The heaviest fruiter, the largest berry of the highest quality. The very best for both home use and market.

*These Kellogg Plants* have again stood the rigid state inspection which insures you pure, healthy, and true-to-name plants. These Cuthbert plants have a record of \$1,200 per acre. A most splendid canner and shipper; it's the queen of the market.

*Kellogg's Cuthberts are high quality plants*, a quality that brings customers back for more. Last year our sales on Cuthbert plants were more than 100% greater than the year before. Quality and service always increase sales.



*This year we expect* our sales to double again. If this happens, and I am confident it will, there will not be enough plants to supply this increased demand. Don't take any chances; order now and be sure of yours. For prices see bottom of page 19.

## Cumberland Black Raspberries

*This year* we have the most remarkable Cumberland Black Raspberry plants we have ever grown. We have beat all previous Kellogg records. In all my experience I never have seen finer raspberry plants than we have this year.

*The Mother plants* are the largest, healthiest, and most vigorous I have ever seen grow. The young plants which we are to furnish you for your planting are perfectly pure, healthy, and true to name, and as clean as a "hound's tooth."

*You will be delighted* with Kellogg's Cumberland plants this year, providing you get your order in early enough to get your share of these best of all plants.

*There are many varieties* of black raspberries, also called black caps. Cumberland is the best in its class because it is the heaviest yielding, and the most profitable, and because the plants are exceptionally vigorous and exceedingly productive. The berries are not equalled in size by any other black raspberries. The fruit ripens medium early and is very firm. The flavor is unsurpassed. For prices see bottom of page 19.



# BLACKBERRIES

## GRAPES

**Famous  
El Dorado**

### Kellogg Grapes

#### All Two-Year Choice Plants

*We grow only the choicest plants of the seven choicest varieties as follows:*

**Concord:**—One of the most popular of all black grapes. A universal favorite.

**Niagara:**—Leading white grape of large size, delicious flavor, handsome and compact bunches. Ripens with Concord.

**Moore's Early:**—Black. Beauty and quality make this a most desirable grape. Hardy and very productive.

**Moore's Diamond:**—Becoming very popular. Large as Concord. Has a greenish white color with a rich yellow tinge when fully ripe. Flesh tender and juicy.

**Worden:**—Black. Seedling of the Concord. Berries larger, ripens ten days earlier.

**Agawam:**—Large, round, dull purple-red, covered with lilac bloom. Bunches large. Flavor rich, sweet and aromatic. Beautiful appearance.

**Catawba:**—Late ripening variety. Large bunches of large berries with coppery red color, becoming purplish when well ripened. For prices see bottom of page 19.

#### Strong, Hardy, Heavy Producer

*Kellogg's Eldorado Blackberry Plants* are all two-year-old, choice, select transplants grown from root cuttings. There's a world of difference between two-year-old select transplants and sucker plants.

*I would not take sucker plants* as a gift because I am not in the "sucker" class. I want you to order

Kellogg's Eldorado two-year plants this year with the full assurance that you are going to receive something far superior to any plants of this kind you ever have seen.

*If you can find* a single blemish on Kellogg's Eldorado plants, you have better eyes than I have. These plants are large, heavy rooted, and should begin fruiting heavily the year after planting.

*Eldorado is the one* outstanding variety of blackberries. The plants are vigorous and hardy, endure the winters of the North without injury. The berries are large, jet-black, and are produced in large clusters. The flavor is sweet, melting, and pleasing to the taste. They keep several days after picking. They combine all the good qualities found in blackberries. We are listing only Eldorado because it is the best. For prices of Eldorado plants see bottom of page 19.



Eldorado  
Blackberry

# KELLOGG'S 100% VARIETIES

## All Throughbreds



**Kellogg's Early Bird (b)** is the earliest strawberry on record and one of the very best strawberries on record, a heavy producer of big, bright, snappy red, perfectly formed berries and just as good as good can be; grow it in hills or very narrow rows. For prices see column 4, page 19.

**Kellogg's Premier (b)**, the prize-winning, money-making, frost-proof, early strawberry. By all odds the heaviest fruiting early variety the world has ever known; strong grower, heavy cropper of large, beautiful berries; does well under any system. For prices see column 3, page 19.

**Senator Dunlap (b)**. One of the best and most widely known varieties in all strawberry sections; a great favorite, a heavy fruiter of large, well-shaped, beautiful berries, with a gloss that makes them shine. Grow it in narrow rows or hills. For prices see column 1, page 19.

**Warfield (p)**. A favorite canning variety, very productive, of medium size, real dark red berries, somewhat acid; grow it in narrow rows or hills with Dunlap, Dr. Burrill, or Premier. For prices see column 1, page 19.

**Dr. Burrill (b)**. The million dollar strawberry. Nature and human efforts have never yet produced a mid-season variety that will surpass Dr. Burrill in productiveness and quality; hardy and dependable in all soils and climates; fruits heavy and the berries are big. Grow it in narrow rows or hills. For prices see column 2, page 19.

**Gibson (b)**. A popular commercial variety, a good money-maker; one of the most productive varieties grown; berries medium large, deep red clear through with rather fine texture; strong grower; succeeds well under any system. For prices see column 2, page 19.

**Haverland (p)**. A mighty good strawberry; a heavy fruiter of rather long and light colored berries; the berries are of a popular size. Grow it with Dunlap, Dr. Burrill, Premier, or Gibson. Does best in narrow rows. For prices see column 2, page 19.

**Glen Mary (b)**. A very popular variety in many sections; medium early; heavy fruiter of large, firm berries; does well in hills, narrow, or wide rows. For prices see column 2, page 19.

**Aroma (b)**. The leading late market variety throughout the South and a great favorite in the North; heavy producer of beautiful, large, and solid red berries; one of the best market varieties. Does best in narrow rows. For prices see col. 2, page 19.

**William Belt (b)**. A good mid-season strawberry; a great favorite in the inter-mountain states where it fruits heavily in either hills or rows. For prices see column 2, page 19.

**Kellogg's Magic Gem (b)**. A heavy producer of big, sparkling, fancy berries; a vigorous grower, fruits late and demands the highest prices; does well under any system. For prices see column 3, page 19.

**Kellogg's Prize (p)**. The late strawberry without a fault, heavy yielder of very large, choice, and beautifully colored berries which are unusually solid and deliciously flavored. Does well in either narrow or wide rows. Mate it with Marvel, Magic Gem, Delicious, or Aroma. For prices see col. 3, page 19.

**Kellogg's Big Late (p)**. The queen of quality and quantity. Has received more compliments and praise than any other extra late variety; absolutely dependable, big grower, big producer of big berries; as firm as any berry that ever grew. Mate it with Kellogg's Delicious, Marvel, Aroma, or Magic Gem. Grow it in narrow or rather wide rows. For prices see column 3, page 19.

**Sionilli (b)**. A strong, stalky grower, produces big red berries in great quantities; fruit very dark red and most delicious. Grow it in hills or narrow rows. For prices see column 4, page 19.

**Kellogg's Marvel (b)**. The marvel of beauty and productiveness; a very persistent and strong grower; splendid fruiter, berries are large, dark red, and solid, and lots of them. One of the very best late varieties when grown in hills or narrow rows. For prices see column 3, page 19.



**Kellogg's Delicious (b).** The strawberry that satisfies, simply delicious; fruits heavily; berries are extra large, dark red clear to the center, and solid; an excellent mate for any late pistillate; grow it in narrow rows. For prices see column 3, page 19.

**Cooper (b).** An extraordinary strong grower; a heavy producer of extra large and beautiful berries, good quality, but not firm enough for shipping; will produce loads of fancy berries when grown in narrow rows. For prices see column 4, page 19.

**Kellogg's Parcell (p).** "The strawberry with a dimple." A vigorous, persistent, determined grower; fruits very late and is more productive than most any other late variety. Berries are large, dark red, extra high quality; 18 selected berries filled a quart box, has produced at the rate of 9,000 quarts per acre. For prices see column 4, page 19.

## KELLOGG'S NEW BEAUTY

### The Strawberry That Sparkles

**Kellogg's New Beauty** was originated near Three Rivers by Mr. Dan Sidler, an old experienced berry grower. Mr. Sidler has many new varieties to his credit, but the New Beauty is his master variety.

**This New Beauty** has been on the Three Rivers' market for six or seven years. The merchants here claim it to be the best keeping and the best selling berry they ever have handled. Ever since the Beauty came onto the market, I have been trying to buy it from Mr. Sidler, but he wanted the market all to himself; he thought it was too good to sell.

**As the years went on** Mr. Sidler became older, as we all do. His age and his rheumatism made it necessary for him to slack up a bit in the berry business, and so he made us a proposition. We paid him his price and now we are prepared to furnish you plants of this Beauty strawberry which sparkles.

**You never have seen** a more beautiful berry and you never have tasted a berry quite so delicious. neither have you ever sold a strawberry that will keep as long after picking as Kellogg's Beauty.

**The plants grow tall and bushy;** the berries grow round and large; the color is a bright, snappy red with a sparkle that fairly glitters.

**On page 22** we tell how you can get Kellogg's Beauty plants for testing at our expense. Should you wish to purchase some of these plants, we will let you have them at the following delivered prices:

6 Plants for	\$1.00
25 Plants for	2.50
100 Plants for	7.00

## KELLOGG'S EVERBEARERS

**Progressive (b),** the universal everbearer, an old favorite; succeeds in all soils and climates, except in the extreme South; fruits heavily the first season the plants are set; very heavy cropper of medium large, sweet, mild, and beautifully colored berries. Grow it in hills or narrow rows. For prices see column 5, page 19.

**Champion (b).** A very heavy fruiter of medium large, choice berries; begins fruiting three or four months after plants are set and fruits until light freezing weather. Resembles Progressive in every way. Champion is a dependable everbearer; grow it in hills or narrow rows. For prices see column 5, page 19.

**Superb (b).** Kellogg's Improved Superb everbearing plants are unsurpassed; a strong grower; good producer of extra large berries; fruits even heavier in the spring than in the fall. Grow it in hills or very narrow rows. For prices see column 5, page 19.

## MASTODON

### The Jumbo Everbearer

**From all indications and reports,** Mastodon will hold first place among the everbearers. It's a very beautiful and strong grower, a heavy fruiter, and the berries are as large as strawberries grow.

**We have had several years'** experience with the Mastodon and the more we see of it the better we like it, and I honestly believe you will like it. Any-way, I advise you to try some Mastodon plants this year. I want you to see a real heavy fruiting everbearer which produces jumbo berries of very good quality.

**In order to get you interested** we are going to make the prices on Mastodon plants just as low as possible. As long as these plants last, you may have them at the following delivered prices:

25 Plants	\$2.00
50 Plants	3.50
100 Plants	5.00
500 Plants	20.00
1000 Plants	40.00

Kellogg Plants are delivered to you without any additional cost.

We prepay all parcel post and express charges.

When you buy Kellogg Thorobred Plants you take absolutely no risk; you get exactly what you pay for; you get your full money's worth. The plants are dug fresh from the field, they are cleaned and pruned, already for setting, packed so they will reach you in good growing condition. Guaranteed to be pure, healthy and true to name—or your money back.

Prices apply separately to each variety in the columns in which they are given—not to a combination of varieties. For example, 200 plants of Kellogg's Premier (in col. 3) will cost you \$2.70, but 100 Premier and 100 Magic Gem will cost you \$3.40—\$1.70 for the Premier and \$1.70 for the Magic Gem, etc.

COLUMN 1 Standard Varieties	COLUMN 2 Standard Varieties	COLUMN 3 Standard Varieties	COLUMN 4 Standard Varieties	COLUMN 5 Everbearers
Senator Dunlap (B) Warfield (P)	Aroma (B) Haverland (P) Gibson (B) Dr. Burrill (B) Glen Mary (B) Wm. Belt (B)	K. Premier (B) Magic Gem (B) K. Prize (P) K. Big Late (P) K. Delicious (B) K. Marvel (B)	Sionilli (B) Early Bird (B) Parcell (P) Cooper (B)	Progressive (B) Superb (B) Champion (B)
25 plants -- \$ .40	25 plants -- \$ .50	25 plants -- \$ .70	25 plants ----- \$ .85	25 plants ----- \$1.40
50 " -- .65	50 " -- .75	50 " -- 1.05	50 " ----- 1.25	50 " ----- 2.10
75 " -- .85	75 " -- 1.00	75 " -- 1.40	75 " ----- 1.70	75 " ----- 2.80
100 " -- 1.00	100 " -- 1.20	100 " -- 1.70	100 " ----- 2.05	100 " ----- 3.40
125 " -- 1.15	125 " -- 1.35	125 " -- 1.95	125 " ----- 2.35	125 " ----- 3.90
150 " -- 1.30	150 " -- 1.55	150 " -- 2.20	150 " ----- 2.65	150 " ----- 4.40
175 " -- 1.45	175 " -- 1.70	175 " -- 2.45	175 " ----- 2.95	175 " ----- 4.90
200 " -- 1.60	200 " -- 1.90	200 " -- 2.70	200 " ----- 3.25	200 " ----- 5.40
225 " -- 1.75	225 " -- 2.05	225 " -- 2.95	225 " ----- 3.55	225 " ----- 5.90
250 " -- 1.90	250 " -- 2.25	250 " -- 3.20	250 " ----- 3.85	250 " ----- 6.40
275 " -- 2.05	275 " -- 2.40	275 " -- 3.45	275 " ----- 4.15	275 " ----- 6.90
300 " -- 2.20	300 " -- 2.60	300 " -- 3.70	300 " ----- 4.45	300 " ----- 7.40
325 " -- 2.35	325 " -- 2.75	325 " -- 3.90	325 " ----- 4.70	325 " ----- 7.80
350 " -- 2.45	350 " -- 2.85	350 " -- 4.10	350 " ----- 4.90	350 " ----- 8.20
375 " -- 2.60	375 " -- 3.00	375 " -- 4.30	375 " ----- 5.15	375 " ----- 8.60
400 " -- 2.70	400 " -- 3.15	400 " -- 4.50	400 " ----- 5.40	400 " ----- 9.00
425 " -- 2.80	425 " -- 3.25	425 " -- 4.65	425 " ----- 5.60	425 " ----- 9.30
450 " -- 2.85	450 " -- 3.35	450 " -- 4.75	450 " ----- 5.70	450 " ----- 9.50
475 " -- 2.95	475 " -- 3.45	475 " -- 4.90	475 " ----- 5.90	475 " ----- 9.80
500 " -- 3.00	500 " -- 3.50	500 " -- 5.00	500 " ----- 6.00	500 " ----- 10.00
1000 " -- 6.00	1000 " -- 7.00	1000 " -- 10.00	1000 " ----- 12.00	1000 " ----- 20.00
1500 " -- 8.88	1500 " -- 10.35	1500 " -- 14.82	More than 500 at 1000 rate.	
2000 " -- 11.70	2000 " -- 13.60	2000 " -- 19.50	More than 500 at 1000 rate.	
2500 " -- 14.42	2500 " -- 16.75	2500 " -- 24.06		
3000 " -- 17.10	3000 " -- 19.80	3000 " -- 28.50		
3500 " -- 19.67	3500 " -- 22.82	3500 " -- 32.81		
4000 " -- 22.20	4000 " -- 25.80	4000 " -- 37.00		
4500 " -- 24.61	4500 " -- 28.66	4500 " -- 41.06		
5000 " -- 27.00	5000 " -- 31.50	5000 " -- 45.00		
More than 5000 plants at rate of \$5.40 per thou- sand.	More than 5000 plants at rate of \$6.30 per thou- sand.	More than 5000 plants at rate of \$9.00 per thousand.		

With the exception of Kellogg's Beauty all strawberry plants are tied in bunches of twenty-five plants each and we don't break bunches. Please order in multiples of 25.

TWO-YEAR-OLD GRAPES		RASPBERRIES AND BLACKBERRIES					
Concord	Niagara	12	25	50	75	100	1000
	Moore's Early	Cuthbert Red Raspberry ----- 1.10	1.75	2.45	3.10	3.75	28.50
	Worden	Cumberland Black Raspberry ----- 1.10	1.75	2.45	3.10	3.75	35.00
	Moore's Diamond	Eldorado Blackberry ----- 1.65	2.40	3.45	4.25	5.25	43.00
	Agawam						
	Catawba						
1 plant -- \$ .38	1 plant -- \$ .45	REMEMBER: that we pay the parcel post or express charges on your plants. No matter where you live, you will have nothing more to pay when the plants are received. This will mean quite a saving to you. <i>The first cost of Kellogg Plants is the last cost.</i>					
6 plants -- 1.70	6 plants -- 2.40						
12 " -- 2.50	12 " -- 3.45						
25 " -- 3.75	25 " -- 5.70						
50 " -- 6.75	50 " -- 10.05						
75 " -- 9.60	75 " -- 14.40						
100 " -- 12.50	100 " -- 18.75						
1000 " -- 96.00	1000 " -- 145.00						

THE ABOVE PRICES ARE GUARANTEED ONLY UNTIL JULY 1, 1927.



Our No. \_\_\_\_\_

DO NOT WRITE IN THIS SPACE

LEAVE THIS SPACE BLANK IF YOU  
WANT US TO USE OUR JUDGMENT  
AS TO SHIPPING DATE.

(Please Answer Yes or No. Otherwise We Shall Assume We Are to Make Second Choice if Necessary)

[illegible]

If More Space Is Needed Continue List on Any Blank Piece of Paper

# JOIN KELLOGG'S PROFIT CLUB

*Talk about big profits*, when you read the letters below you will want to grow berries the Kellogg way. When you learn about the big cash prizes these growers have won in addition to their profit you will want to join Kellogg's Profit Club.

*I can tell you right now* that berries will make you more money than anything else you can grow. You can't beat the berry business for big profits.

*Kellogg customers everywhere* are making money in the berry business. There aren't enough berries to supply the demand, this scarcity makes high prices, and it is the high prices that make you the big profit.

*Whether you are a member* of Class A, B, C, or D, should you produce more berries than any other member in your class, you will receive a cash prize amounting to twice as much as you paid for the plants. Two dollars for one in addition to all of your profit.

*Read these letters*, then join this Profit Club. Make an "X" on membership blank indicating your type of soil so we can select the best varieties for you.

Akron, Ohio, R. 8, July 22, 1926.

We picked and sold 3,510 quarts of choice strawberries from the 2,000 Kellogg plants we bought from you in 1925. This is at the rate of 14,040 quarts per acre. My quarter acre made me \$555.23.

A. McClintock.

Mr. McClintock was the prize winner in class "C" and received our cash prize of \$34.00 in addition to his big profit.

621 So. State St., Clark's Summit, Pa., Aug. 1926.

The enclosed statement is the exact amount of berries picked from my one-half acre of 4,000 plants which I bought from you in 1925 when I joined Kellogg's Profit Club, grade "B." My yield was 4,615 quarts, which is more than one quart per plant. Total cash received, \$1,044.75.

W. D. Oakley.

Mr. Oakley won the cash prize in class "B" and we mailed him our check September 30th for \$68.00, which is twice the amount he paid for the plants.

Waba, Ont., Can., Sept. 1, 1926.

The Gibson and Marvel plants you selected for me when I became a member of Kellogg's Profit Club produced a wonderful crop; every berry grew to maturity. I harvested 7,890 quarts. Andrew M. Stewart.

These plants cost Mr. Stewart \$94.00 including duty. He won a cash prize of \$188.00, \$2.00 for \$1.00 in addition to his big profit.

## MEMBERSHIP BLANK

Please enroll me as a member of Kellogg's Profit Club in the class that I have marked with an X below.

I enclose remittance of \$\_\_\_\_\_ herewith.

(Name) \_\_\_\_\_

I am indicating the kind of soil I have below. Please use this information in selecting my plants.

### TYPE OF SOIL

- |                                     |                                     |
|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Sandy Soil | <input type="checkbox"/> Clay Soil  |
| <input type="checkbox"/> Sandy Loam | <input type="checkbox"/> Black Soil |

### SOIL EXPOSURE

- |   |   |
|---|---|
| <input type="checkbox"/> Level          | <input type="checkbox"/> Rolling        |
| <input type="checkbox"/> Northern Slope | <input type="checkbox"/> Southern Slope |
| <input type="checkbox"/> Eastern Slope  | <input type="checkbox"/> Western Slope  |

(Rural Route or  
Street and Number) \_\_\_\_\_

(City) \_\_\_\_\_

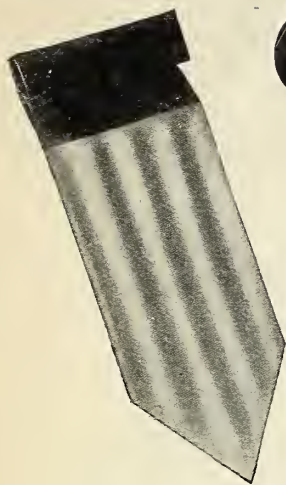
(State) \_\_\_\_\_

### STRAWBERRY CLUB

- |  |         |
|--|---------|
| <input type="checkbox"/> Class A, 1 acre, 8,000 plants   | \$54.00 |
| <input type="checkbox"/> Class B, 1/2 acre, 4,000 plants | \$30.00 |
| <input type="checkbox"/> Class C, 1/4 acre, 2,000 plants | \$16.00 |
| <input type="checkbox"/> Class D, 1/8 acre, 1,000 plants | \$ 8.00 |

DELIVERED TO YOU ALL TRANSPORTATION CHARGES PREPAID





# Order Now

and get  
these two

**STRAWBERRY  
HELPS  
FREE!**



## KELLOGG'S PLANT SETTING CORRUGATED DIBBLE

*More than 30,000 growers* are now using Kellogg's Corrugated Plant Setting Dibble. Many of these growers claim that it is the best tool for setting strawberry and other small plants they ever tried. The wavy blade makes an opening in the soil that makes plant setting easy.

### FREE WITH YOUR ORDER

If your order for strawberry plants amounts to \$5.00 or more, you may have a Kellogg Dibble free. Just write "Free Dibble" on your order and we will mail you one free and postpaid. A dibble goes free with each garden order whether you ask for it or not.

*One man can easily set 2,500 to 3,000 strawberry plants* in a day with this dibble. The work can be done more perfectly than with any other hand tool.

### DIBBLE PRICES

Should you want to buy extra dibles, the price is, one dibble \$0.65; three dibles \$1.50; six dibles \$2.75, delivered to you.

## MRS. BEATTY'S RECIPE BOOK FREE WITH ORDER

*This book is not for sale*, it's part of Kellogg's Free Service, compiled and published especially for Kellogg Customers. When ordering your Kellogg berry plants, just write "Strawberry Dainties" on your order and we will mail you a copy free and postpaid.

### NEW BEAUTY STRAWBERRY

*Try it at our expense*

We want Kellogg's New Beauty thoroughly tested everywhere, but, of course, we cannot afford to give these plants to anybody and everybody without some restrictions. We want to know that these plants will be well cared for, we want to ship them with other plants, and so if your order for strawberry plants comes to \$5 or more, we will send you 6 of these New Beauty Plants FREE for testing.

### STRAWBERRY RECIPES

*Mrs. Beatty's strawberry booklet* gives you fifty different ways for preparing strawberries, and tells how to make her famous cakes, pies, doughnuts, cookies, and delicious pickles.

*Mrs. Beatty has had a wide experience* in the culinary art. She knows how to prepare strawberries and other good "eats"; this book tells you just how she does it.

*The many women who already have this book* say that these are the easiest, simplest and best recipes they ever have tried. You will find it a splendid help in preparing your three daily meals, and in putting up your winter supply of berries, jam and sunshine preserves.

*Larowe Research Farms of Michigan ordered 48,200 Kellogg Plants in 1925, \$541.00 worth. We furnished 2 Dibles, they ordered 4 more and said, "It's the best tool for setting plants we ever have used."*



# KELLOGG'S Friendly Service

**Makes Berry Growing  
EASY - SIMPLE  
and PROFITABLE**

*We are your friends*, we are with you from start to finish. Kellogg's friendly service is your service, use it; don't be bashful, just help yourself, and when you want more, pass your plate for another helping. We want to help you grow more berries, bigger berries, and better berries.

*Business is business*, but when my business will not mix with friendship, service, and the Golden Rule religion, and stay mixed, I am going to quit my business. The better we mix our business with these things, the better folks will like the mixture.

*We could sell Kellogg plants* without our friendly service, but that isn't my way of doing business. Good plants without good service is like a good horse without a good driver; it takes both a good horse and a good driver to win a race and it takes good plants and good service to win permanent customers and I want permanent customers.

*When you buy from Kellogg* you get the heaviest fruiting berry plants on record and a friend-

ly, cheerful service, the best we know how to give. The more questions you ask, the better we will like it because the more berries Kellogg plants produce for you, the longer you will stick to Kellogg, and I want you to stick.

*Our bread and butter* comes from Kellogg customers and we like bread and butter entirely too well to turn our backs on the source of supply.

*Did you ever stop to think* how dependent we are upon each other? We depend upon you for your orders, and you depend upon us for high quality plants and sincere service. The more we send you for a dollar, the more dollars you send us, and that's the way it works out.

*We are entirely satisfied* with you folks. Your repeat orders have made our business the largest of its kind in the world. I hope you are just as well satisfied with us as we are with you. When you are not satisfied, I want to know it. Remember, every Kellogg customer must be satisfied before we are satisfied.

*(That's me up yonder. Send me your picture.)*